

FIGURE: 1 of 8

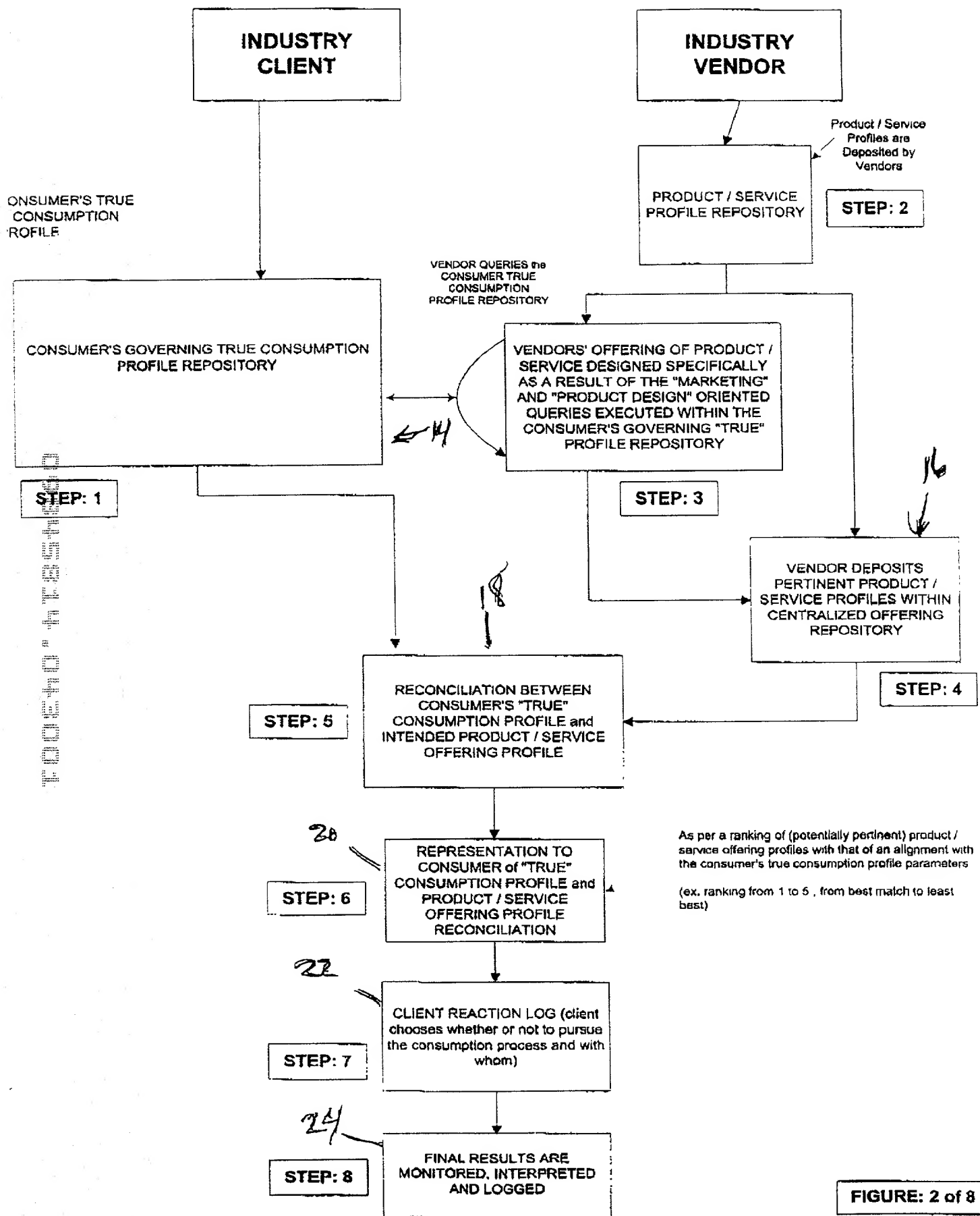


FIGURE: 2 of 8

ALL OR PART OF THE STATED RESULTS MAY BE IMPORTED FROM AN ENTIRELY INDEPENDENT INDUSTRY'S "TRUE" CONSUMER CONSUMPTION PROFILE DATABASE

CONSUMER'S GOVERNING TRUE CONSUMPTION PROFILE REPOSITORY

INDUSTRY CLIENT

USER'S ACTUAL CONSUMPTION BEHAVIOUR BASED PROFILE

USER PERCEPTION BASED CONSUMPTION PROFILE

USER ACTIVITY DERIVED CONSUMPTION BEHAVIOUR PROFILE

11
ESTABLISHING AN INITIAL GOVERNING GO-FORWARD CONSUMPTION BEHAVIOUR PROFILE AS PER A CONSUMER'S SELF-PERCEPTION

(may involve the use of an industry specific questionnaire with specific modifications so as to establish a pertinent governing consumption profile)

113
115
USING HISTORICAL CONSUMPTION DATA

117
TRACKING ACTUAL CURRENT AND FUTURE ACTIVITY CONSUMPTION BEHAVIOUR

119
COMPARISON AND RECONCILIATION OF CONSUMER'S SELF-PERCEIVED CONSUMPTION PROFILE AND HIS ACTUAL CONSUMPTION DERIVED PROFILE

121
REPRESENTATION TO CONSUMER OF EXISTING CONSUMPTION BEHAVIOUR PROFILE CONSISTENCIES AND INCONSISTENCIES

123
RECORDING OF USER'S REACTION TO EXISTING PROFILE CONSISTENCIES AND INCONSISTENCIES

125
ESTABLISHING OF NEW CONSUMER GOVERNING PROFILE (CONSUMER'S "TRUE" CONSUMPTION PROFILE)

127
CONSUMER'S GOVERNING TRUE CONSUMPTION PROFILE IS FED INTO THE CENTRALIZED TRUE CONSUMPTION PROFILE REPOSITORY

UPON having reconciled the consumer's self-perceived consumption profile and his actual-consumption behaviour derived profile, as well as all behaviour reactions stemming from the representation of this reconciliation, the establishment of the consumer's "TRUE" consumption behaviour profile is enabled (replacing the initial go-forward governing consumption behaviour profile as per the consumer's initial self-perception), which in turn is to be referenced as the governing profile benchmark to which all future consumption behaviour within that given industry is to be compared to; once again until the time a revised and more timely "True" consumer consumption profile benchmark is warranted and instituted, and once again, the process repeats itself.

FIGURE: 3 of 8

FIG. 4 of 8

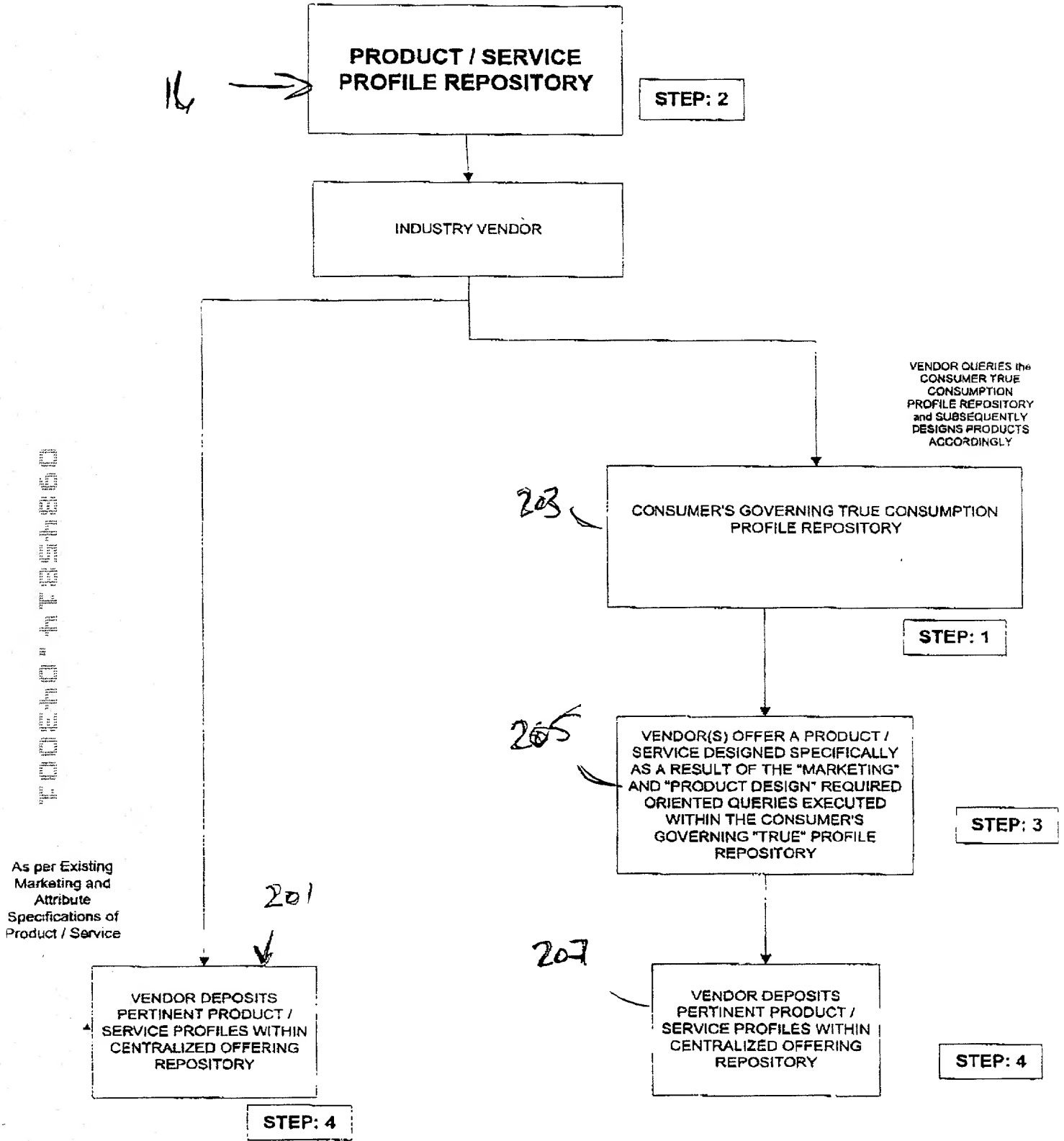


FIGURE: 4 of 8

301
303
"TESTED"

available, best to
best ranking
ay be done
ding to existing
ification tools

305

STEP: 5

RECONCILIATION BETWEEN
CONSUMER'S "TRUE"
CONSUMPTION PROFILE and
INTENDED PRODUCT / SERVICE
OFFERING PROFILE

ENABLING OF A CONSUMER'S "TRUE"
CONSUMPTION PROFILE TO SEARCH THE
CENTRAL PRODUCT PROFILE REPOSITORY

(A)

AUTOMATED AND CONTINUOUS
MONITORING AND COMPARISON OF
CONSUMER'S TRUE CONSUMPTION
BEHAVIOUR PROFILE AND POTENTIALLY
PERTINENT PRODUCT / SERVICE OFFERING
PROFILES

RANKING OF OF POTENTIALLY PERTINENT
PRODUCT / SERVICE OFFERING PROFILES
WITH THAT OF AN ALIGNMENT WITH THE
CONSUMER'S TRUE CONSUMPTION PROFILE
PARAMETERS

(ex. ranking from 1 to 5 , from best match to least best
match)

REPRESENTATION OF THE RANKING
OF BEST SUITED MATCHES AS PER
AN ALIGNMENT WITH POTENTIAL
REQUISITE PRODUCT / SERVICE
PARAMETERS AND THAT OF THE
CONSUMERS TRUE CONSUMPTION
PROFILE PARAMETERS

PROMPTING OF CONSUMER
UPON THE IDENTIFICATION
OF POTENTIAL PRODUCT /
SERVICE OFFERING
RANKING

307

(B)

UPON THE CONSUMERS PROMPTING of A
SPECIFICALLY ORIENTED SEARCH, A
COMPARISON AND RECONCILIATION
BETWEEN CONSUMER'S "TRUE"
CONSUMPTION PROFILE and INTENDED
PRODUCT / SERVICE OFFERING PROFILE

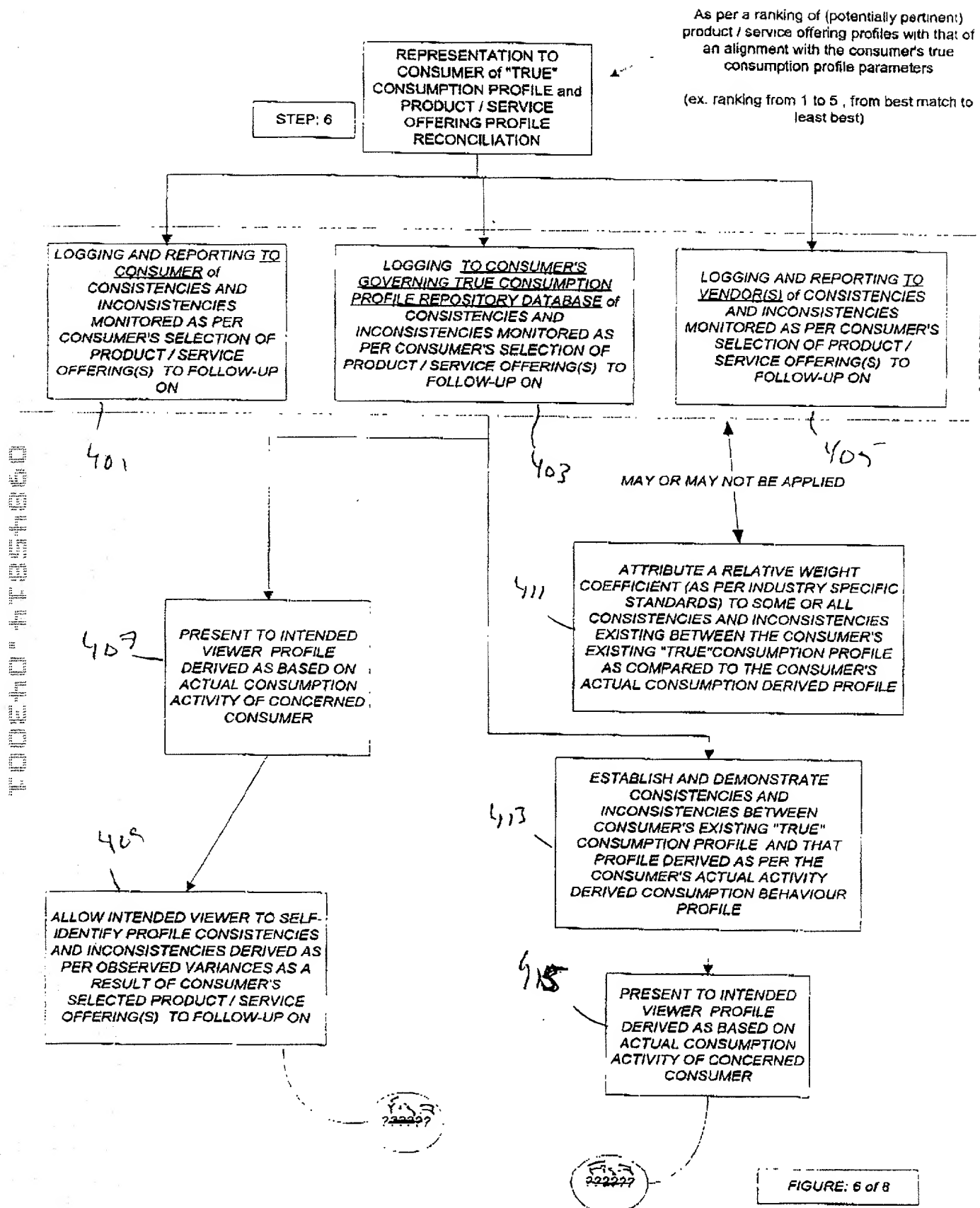
RANKING OF OF POTENTIALLY PERTINENT
PRODUCT / SERVICE OFFERING PROFILES
WITH THAT OF AN ALIGNMENT WITH THE
CONSUMER'S TRUE CONSUMPTION PROFILE
PARAMETERS

(ex. ranking from 1 to 5 , from best match to least best
match)

REPRESENTATION OF THE BEST
SUITED MATCH AS PER AN
ALIGNMENT WITH POTENTIAL
REQUISITE PRODUCT / SERVICE
PARAMETERS AND THAT OF THE
CONSUMERS TRUE CONSUMPTION
PROFILE PARAMETERS

If available, best to
least best ranking
may be done
according to existing
qualification tools

FIGURE: 5 of 8



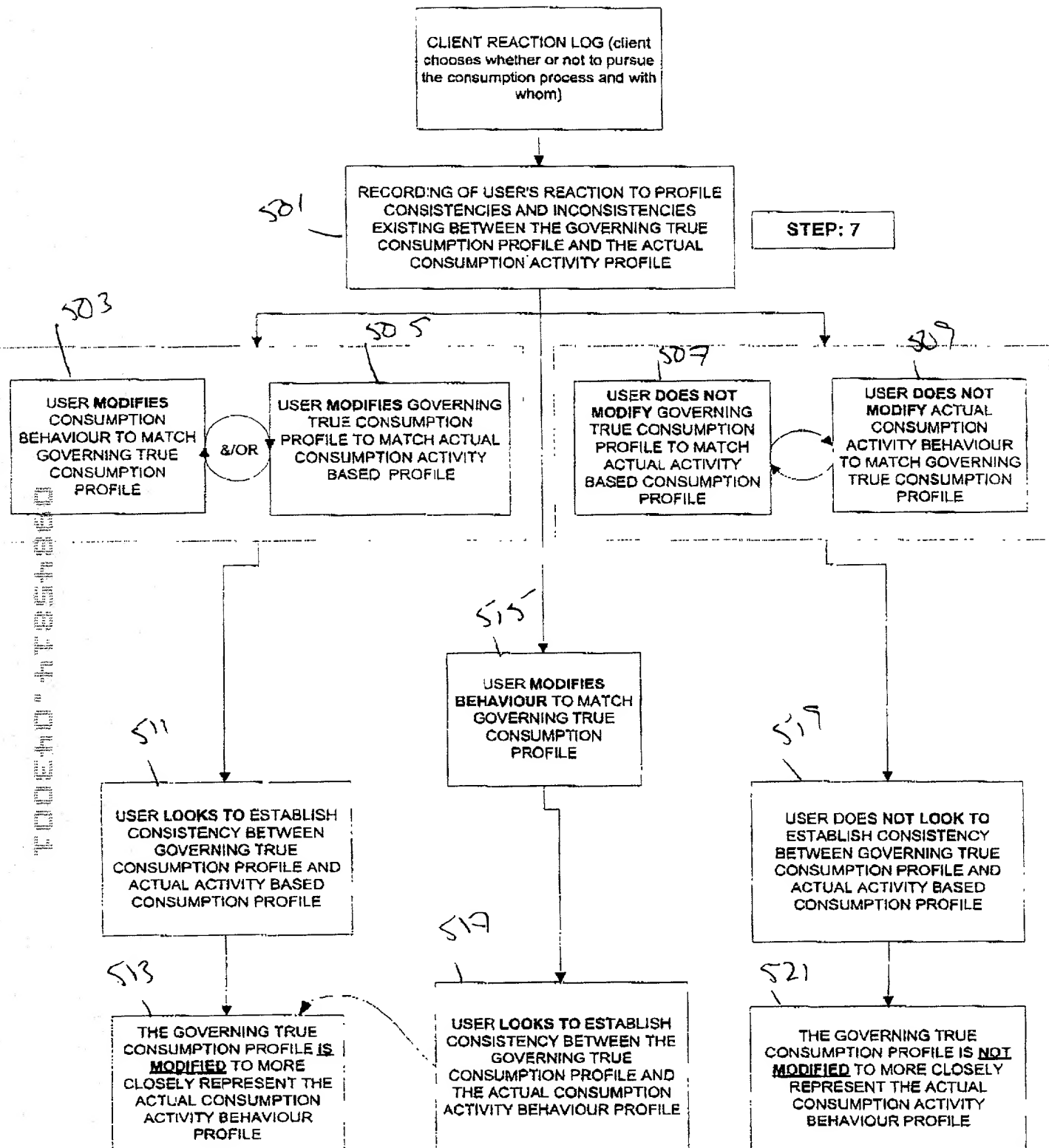


FIGURE: 7 of 8

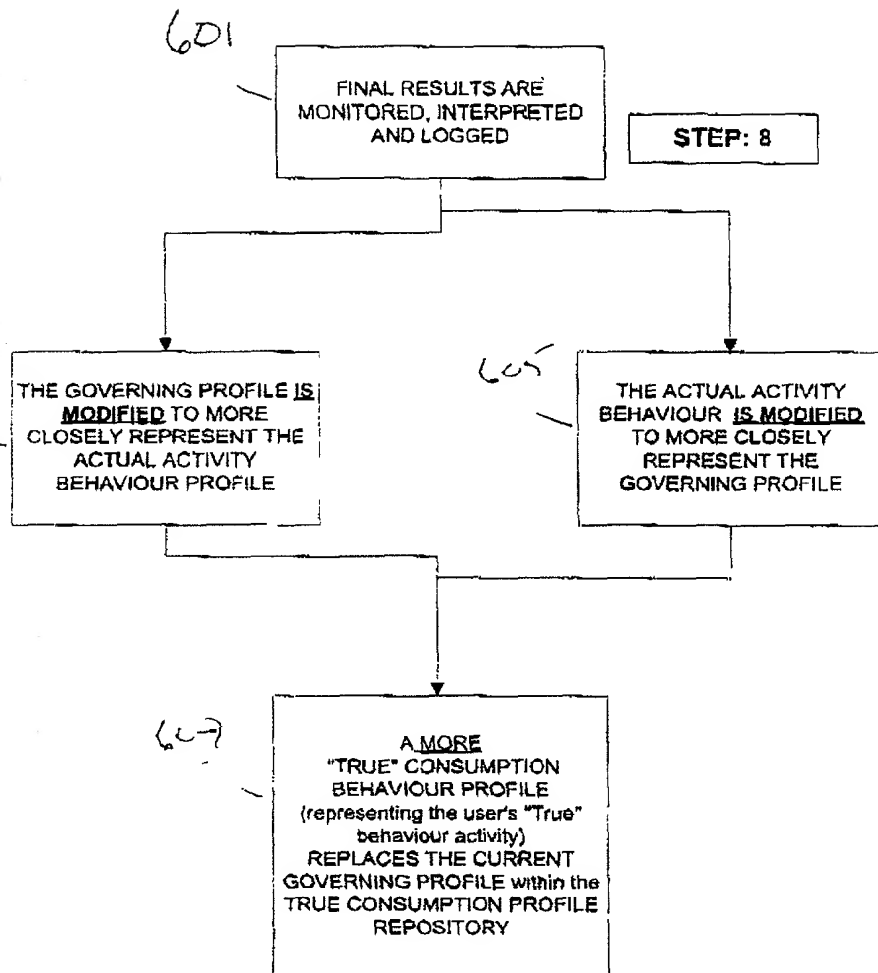


FIGURE: 8 of 8